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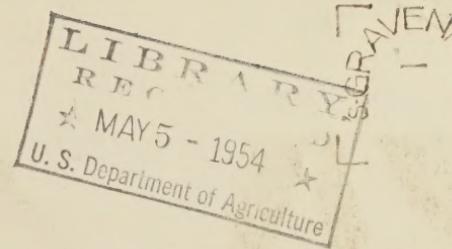
HOLLAND

1954



"Een Hartelyke Groot Van Uw
Tuinier-Vrienden in Holland"

(Greetings from your
gardening friends
in Holland!)



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Announcing
ADVANCE SALE OF
BRECK'S
HOLLAND
BULBS



240 BRECK BUILDING, BOSTON 10, MASS.

PRINTED IN THE NETHERLANDS

**ANNOUNCING
BRECK'S
SINCE 1818
HOLLAND
1954 ADVANCE
BULB SALE**



M. VAN WAVEREN & SONS
NAAML VENN
LEEUWENSTEIN NURSERIES
HILLEGOM
HOLLAND

Hooggeachte Heren Breck:

It has come true what you predicted in your last year's folder — your customers have reacted in a really American way to your appeal. When their gardens were still reflecting the colors of our beautiful Tulips, and Spring was at its best, they took your advice and reserved their bulbs to plant the next Fall.

"The eye of the master maketh the horse fat" — is an old Dutch saying. Quite simply it means this — that when the master oversees any project, its success can be counted on. Thus we were very glad indeed to greet you again, Heren Breck, here in Holland this year, and to be able to plan and re-plan and discuss with you this 1954 Advance Sale. (We will send shortly pictures of the fine large new packing warehouse we are here now building jointly with you.)

"The way to Aachen could not be built in one day." That is another Dutch saying, which means that the way to perfection develops with experience. And so we hope that you find that this year's brochure, printed and mailed again in Holland, gives your friends a better idea of the colors and the beauty of our flowers than even last year's folder.

After your most recent visit with us, Heren Breck, on behalf of your bulb affairs, we feel again the binding continuity of friendship with all your customers. Would you tell them from us that if they are in The Netherlands this year they are welcome to a visit with us and a tour of our Hillegom bulb-growing fields. If they will present your sale folder, we will know them and extend to them every courtesy.

Met vriendschappelijke groet,
M. Van Waveren

M. VAN WAVEREN & SONS, N. V.



THE WORLD'S LARGEST, EARLIEST TULIP

RED EMPEROR

Just picture this giant Tulip bringing your garden to life with its brilliant scarlet-red color, even before the Crocuses fade. Yes, here's a gorgeous Tulip that actually blooms before and with the Daffodils and Hyacinths — the only large Tulip to flower so early. The blooms are really immense — up to 9" across — supported on sturdy 15" stems. The color is truly spectacular too, much more glowing than we could show here — a shining vermilion-scarlet that gives a fluorescent effect in the sunshine. And when the large streamlined petals open wide, they display a bright yellow center with shining black border. A group of these, blooming so early in the year, is a breathtaking sight, a stoplight to any passerby. Next fall this variety will be sold in catalogs all the way to \$20 per hundred. They are scarce and dear, more so each year. Breck's Red Emperors are top-quality re-selected stock, guaranteed true to name. Why not order a hundred or more for brilliant mass effects?

FB5 10 for \$1.00

20 for \$1.98

100 for \$9.50

PRICED AS
LOW AS

**9 1/2 C
EACH**

IN LOTS OF
ONE HUNDRED
OR MORE.

BRECK'S "ROYAL STANDARD" SPRING GARDEN

Breck's prize garden of early spring flowers, with all the colors of the Royal Standard! Includes 10 bulbs Red Emperor; 16 bulbs Fortune Daffodil (huge yellow with orange cup); 15 Iris Reticulata (fragrant, deep true blue fleur-de-lis). Bloom will start before the Crocuses have gone. This will be the most colorful spot in your early Spring garden! For best effect, plant the Daffodils behind, and the Iris in front of, the Red Emperors.

FB47 "Royal Standard" Garden, 41 bulbs, (separately labelled).	\$3.75
82 bulbs (2 collections).	\$7.25

FB387 Daffodil Fortune, 8 for \$1.00;	16 for \$1.98;	50 for \$5.75
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FB564 Iris Reticulata, 15 for \$1.00;	30 for \$1.98;	100 for \$5.95
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DAFFODIL BRECK'S COLOSSAL

Here is the most sensational Daffodil of recent years and available only from Breck's! A vigorous increaser, it is a tall deep golden yellow, with a trumpet that flares widely. Enormous fragrant blooms with uniquely crinkled edges.

FB382 7 for \$1.00; 14 for \$1.98; 50 for \$6.60

GIANT TRUMPET MIXTURE

Treat your garden to the delicate, lively beauty of the most expensive Daffodils — in this Giant Trumpet Mixture that gives them to you at a much lower cost than you'd expect. A tasteful blending of white, cream and all shades of yellow. And some bi-colors, for good measure.

FB321 11 for \$1.00; 22 for \$1.98; 100 for \$9.75

MT. HOOD

Here is the finest all-white Giant Trumpet Daffodil ever offered — Mount Hood. There is majestic perfection in every detail from the strong stem to the lovely perianth and gracefully proportioned, heavily frilled trumpet of superb form and flawless texture. A connoisseur's Daffodil until recently, now available at popular prices. Long-lasting, weather-resistant, blooms open to a rich creamy ivory white.

FB344 5 for \$1.00; 10 for \$1.98; 50 for \$9.25

DAFFODIL COLLECTIONS SAVE EVEN MORE

FB40 9 Bulbs (unlabelled) 3 each of Semper Avanti, Mount Hood and Breck's Colossal. \$1.35

18 Bulbs (2 collections). \$2.65

FB41 30 Bulbs (separately labelled) 10 each of Semper Avanti, Mount Hood and Breck's Colossal. \$4.25

60 Bulbs (2 collections). \$8.35

SEMPER AVANTI

Large noble flower of excellent substance, combining grace with elegance. Weather-resistant and long-blooming. Large informal perianth of soft creamy yellow, highlighted by an enormous glowing orange crown.

FB419 9 for \$1.00; 18 for \$1.98; 50 for \$5.50

RED-CUPPED DAFFODIL MIXTURE

Grow this spicy combination in sun or shade! A mixture of the newer Daffodils, all with brilliant red cups. They'll bring grace and splashing color to your garden. Price is most reasonable, quality is the highest.

FB323 10 for \$1.00; 20 for \$1.98; 100 for \$9.20

ST. AGNES

Delightful clusters of creamy white flowers with brilliant orange-red eyes. Five to seven flowers on each stem make fragrant long-lasting bouquets. They're splendid cut-flowers, for they boast an honest orange-blossom fragrance.

FB443 10 for \$1.00; 20 for \$1.98; 100 for \$9.20

TWINK

An early double and by far the most graceful and satisfactory of the large-flowered double Narcissus. Strong grower, fully double with alternating petals of soft primrose and clear bright orange.

FB438 8 for \$1.00; 16 for \$1.98; 50 for \$5.90

CHEERFULNESS

Creamy white double flowers with butter-yellow markings in the center, borne in clusters on tall strong stems. Sweetly fragrant and ideal for cutting.

FB423 11 for \$1.00; 22 for \$1.98; 100 for \$9.75

DAPHNE

Snowy white flowers of superb proportion resembling a perfect white Camellia. Dainty, fragrant and long-lasting.

FB426 9 for \$1.00; 18 for \$1.98; 50 for \$5.25



THALIA

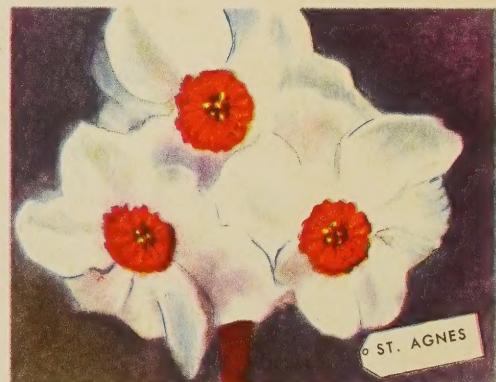
Graceful nodding little Orchid-flowered Daffodil with 2 or 3 elegant wax-like white blooms of superb form open all at once. Long-lasting and blooming toward the end of the season. A gem for cutting and an ideal variety for corsages. A triandrus hybrid.

FB467 6 for \$1.00; 12 for \$1.98; 50 for \$7.95

MRS. R. O. BACKHOUSE

Still the Queen of the Pinks, and famous as the first "Pink Daffodil." Slender fluted trumpet opens with the soft creamy apricot gradually changing through delicate amber to a lovely shade of pink. The grace and delicacy of a rare Orchid.

FB348 5 for \$1.00; 10 for \$1.98; 50 for \$8.95



DOUBLE COLLECTION

FB44 9 Bulbs (unlabelled) 3 each of Twink, Cheerfulness and Daphne. \$1.00

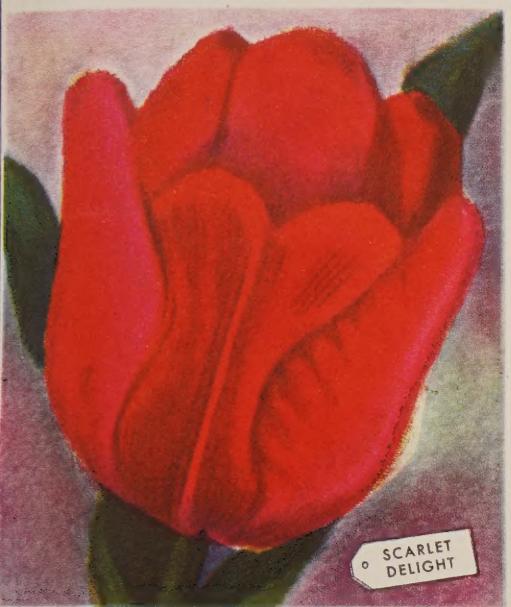
18 Bulbs (2 collections). \$1.98

FB45 30 Bulbs (separately labelled) 10 each of Twink, Cheerfulness and Daphne. \$3.25

60 Bulbs (2 collections). \$6.35

BRECK'S ADVANCE BULB SALE

SAVE
UP TO
47%



SCARLET DELIGHT

Nature well knows our fascination for the color red — see her gaudy sunsets, her autumn woodlands, and now — the flamboyant shockingly-brilliant Scarlet Delight Tulip. Its bowl-shaped bloom will delight your garden, indeed, with its splash of flaming color. A tall, sturdy, early-flowering bloom. About 24" tall.

FB169 14 for \$1.00; 28 for \$1.98; 100 for \$6.79



CARRARA

Named Carrara because its blooms are reminiscent of famous Carrara marble — a gleaming alabaster white! Each bloom is a standard of excellence for any other May-flowering Tulip in your garden. Its yellow anthers insure against spotting or staining; it reaches a towering height of 29". Most popular of all the white Giant Tulips!

FB184 14 for \$1.00; 28 for \$1.98; 100 for \$6.79



QUEEN OF THE NIGHT

She'll reign in your garden as a true queen, for she's robed in royalty's colors — her flaring goblets are a deep rich maroon. And they're as soft to touch as any regal robe of velvet. Blooming in May, she commands a majestic height of 29". A bit like the familiar Black Tulip but much, much finer.

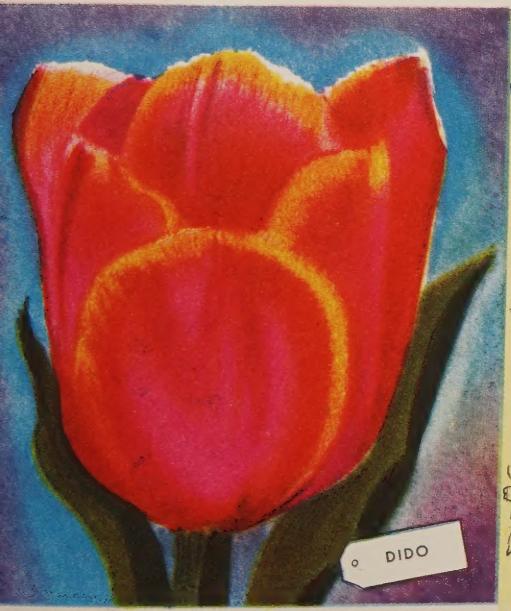
FB164 14 for \$1.00; 28 for \$1.98; 100 for \$6.79



YELLOW EMPEROR

Picture your garden this year with masses of soft, molten yellow, the shade of 14-karat gold. This is the color of Yellow Emperor, a large 28" showy Tulip on a strong stem, with creamy ivory stamens. This prize-winning Holland-grown Tulip is a masterpiece of delicate yet sturdy beauty. You'll feel as rich as Midas in your own golden garden.

FB209 14 for \$1.00; 28 for \$1.98; 100 for \$6.79



DIDO

An old Greek legend alive in your garden! Dido, famed and lovely Carthage queen, stabbed herself when the youthful Aeneas proved disinterested in her charms. Warm, rosy pink petals touched with soft salmon that deepens to apricot, makes this collector's item in your Tulip Garden. 30" tall and fragrant.

FB187 14 for \$1.00 28 for \$1.98
100 for \$6.79

MAY-FLOWERING COLLECTION	
FB78 15 Bulbs (unlabelled) —	\$1.10
3 each of Queen of the Night, Carrara, Yellow Emperor, Scarlet Delight, Dido.	
30 Bulbs (2 collections). \$2.15	
FB79 50 Bulbs (separately labelled) — 10 each of the 5 listed above.	\$3.60
100 Bulbs (2 collections). \$6.95	
TALL EXTRA EARLY GIANT MIXTURE	
Earliest of the true Giant Tulips and brilliant colors on 26" stems to replace some older varieties and double your Giant Tulip season.	
FB312 14 for \$1.00	28 for \$1.98
100 for \$6.79	
LONG-SEASON TULIP GARDEN	
Combines the tall, stately, vividly colorful characteristics of the Darwins with the unusually rich and beautiful tones of the dignified breeders and, for further variety, the charm and grace of the uniquely informal Cottage Tulips. This is a well-balanced assortment with many highly fragrant varieties.	
FB280 14 for \$1.00	28 for \$1.98
100 for \$6.79	
MAY-FLOWERING MIXTURE	
It's Tulip time — all through April and May! These Tulips open at intervals giving you the longest Tulip season you've ever enjoyed. 10 Early Giant Tulips, 10 Parrot Tulips, 10 Single Early Tulips, 10 Star-Flowered Tulips, 10 May-flowering Tulips! And FREE, with this assortment, 10 English Wood Hyacinths to bloom with the "Parrots" and the May-flowering Mixture.	
FB94 50 Bulbs	\$4.45
100 Bulbs (2 collections). \$8.75	
FRAGRANT COLLECTION	
FB90 15 Bulbs (unlabelled) —	\$1.60
5 each of Dido and Fireglow, 5 each of Bellona, a sun-shine yellow bloom with double perfume chromosomes!	
30 Bulbs (2 collections). \$3.15	
FB91 30 Bulbs (separately labelled) — 10 each of Dido, Bellona and Fireglow.	\$3.25
60 Bulbs (2 collections). \$6.35	
FB251 BELLONA 7 for \$1.00; 14 for \$1.98;	50 for \$6.50
FB320 10 for \$1.00	20 for \$1.98
100 for \$8.90	
STAR-FLOWERED MIXTURE	
Imagine giant 6-pointed brilliant stars on 28" stems! Imagine colorful upturned Lilies blooming in early spring! You'll thrill to flowers that resemble both stars and Lilies when this hand-blended mixture comes into bloom! There are glorious yellows, pastel orange shades, soft glistering whites, royal purples portioned — star-shaped beauties as shown at left. Be sure to check proper box on order form to take advantage of this special offer!	



FIREGLOW

Fireglow is a brilliant burnt orange Tulip that has been known to bloom successfully for as long as 10 seasons! The exotic perfume of this favorite is ever-present, in sun or shade, morning or evening, a combination of Freesias and English Violets! Height 18", blooms in mid-April.

FB256 12 for \$1.00; 24 for \$1.98
100 for \$8.20

Single Early Tulip Mixture
Glorious assortment of gay medium height Tulips. Wide color range, from mid-April on.

FB268 12 for \$1.00; 24 for \$1.98
100 for \$8.20



FREE BOOKKEEPER'S BONUS

If you prefer to send payment right along with your order (before July 31), we'll pass our bookkeeping savings along to you by paying all postage on your bulbs—AND sending FREE with your order 15 Spring Star Flower bulbs (*Triteleia uniflora*) — star-shaped beauties as shown at left. Be sure to check proper box on order form to take advantage of this special offer!

USE THIS ORDER FORM AND SAVE UP TO 47%!

SEND NO
MONEY
NOW!

**BRECK'S
OF BOSTON**
SEEDSMEN SINCE 1818

NOW INCLUDING

Peter Henderson, Stump & Walter Co.

240 BRECK BUILDING
BOSTON 10, MASSACHUSETTS

CATALOG NO.	V	HOW MANY	NAME	TOTAL PRICE	CATALOG NO.	V	HOW MANY	NAME	TOTAL PRICE
FB5			Tulip, Red Emperor		FB268			Tulip, Single Early Mixture	
FB36			Hyacinths, Breck's Collection, 9 bulbs		FB280			Tulip, May Flowering Mixture	
FB37			Hyacinths, Breck's Collection, 30 bulbs		FB312			Tulip, Tall Extra Early Giant Mixture	
FB40			Daffodil Collection, 9 bulbs		FB320			Tulip, Star Flowered Mixture	
FB41			Daffodil Collection, 30 bulbs		FB321			Daffodil, Giant Trumpet Mixture	
FB44			Double Daffodil Collection, 9 bulbs		FB323			Daffodil, Red Cupped Mixture	
FB45			Double Daffodil Collection, 30 bulbs		FB344			Daffodil, Mount Hood	
FB47			"Royal Standard" Collection, 41 bulbs		FB348			Daffodil, Mrs. R. O. Backhouse	
FB78			Tulip, May-Flowering Collection, 15 bulbs		FB382			Daffodil, Breck's Colossal	
FB79			Tulip, May-Flowering Collection, 50 bulbs		FB387			Daffodil, Fortune	
FB90			Tulip, Fragrant Collection, 15 bulbs		FB419			Daffodil, Semper Avanti	
FB91			Tulip, Fragrant Collection, 30 bulbs		FB423			Daffodil, Cheerfulness	
FB94			Tulip, Long-Season Collection, 50 bulbs		FB426			Daffodil, Daphne	
FB164			Tulip, Queen Of The Night		FB438			Daffodil, Twink	
FB169			Tulip, Scarlet Delight		FB443			Daffodil, St. Agnes	
FB180			Tulip, X-Ray Treated Hybrid		FB467			Daffodil, Thalia	
FB184			Tulip, Carrara		FB517			Crocus, Giant Flowered Mixture	
FB187			Tulip, Dido		FB540			Hyacinth, Delft Blue	
FB209			Tulip, Yellow Emperor		FB543			Hyacinth, Innocence	
FB238			Tulip, Parrot Blue		FB544			Hyacinth, Pink Pearl	
FB241			Tulip, Parrot Fantasy		FB549			Hyacinth, Mixed	
FB243			Tulip, Parrot Orange Favorite		FB564			Iris Reticulata	
FB247			Tulip, Parrot Therese		FB596			Giant Scilla, Star of Holland	
FB249			Tulip, Parrot Mixed						
FB251			Tulip, Single Early Bellona						
FB256			Tulip, Single Early Fireglow						

TOTAL COLUMN ONE

TOTAL THIS COLUMN

CARRIED FORWARD COLUMN ONE

COMPLETE TOTAL

I AM SENDING NO MONEY.

Bill me at planting time for the cost of my bulbs at these reduced Advance Sale prices, plus the actual cost of postage on shipping my bulbs to me.

I AM SENDING MONEY NOW.

(Before July 31, 1954) In return, Breck's will pay postage on my bulbs, and I will receive FREE the Bookkeeper's Bonus of 15 Spring Star Flower bulbs, shown at left, with my order.

NOTE:

Due to pre-packing in Holland we offer these bulbs only in the quantity units listed, and multiples thereof.

A 1

MY NAME IS:

(Mr.)

(Mrs.)

(Miss)

(Please PRINT to help us avoid errors)

Street and No.

City _____

Zone _____

State _____

SAVE UP TO 47%

RESERVE YOUR BULBS NOW...

**YOUR ORDER WILL BE EXPERTLY ASSEMBLED
IN HOLLAND IN EARLY FALL!**

Look at all the advantages you enjoy — by reserving your Holland Bulbs now! Guaranteed savings of 20% to 47% from prices in effect after July 31, 1954. Guaranteed against shortages, too! You will receive earliest possible shipment, careful handling and packing in Holland by our own Dutch experts. Breck's Advance Sale orders will be the first to go out. You are guaranteed complete satisfaction — or your money will be refunded in full. This includes condition on arrival as well as success in growing. But remember — this special SEND NO MONEY Bulb Sale definitely ends July 31, 1954. After that, regular prices go into effect. So order NOW. To take advantage of expert Holland packing, you MUST order only in the units offered, or multiples. We will bill you at planting time, plus postage. (If you prefer to remit with order, before July 31, Breck's will pay all postage.)



GIANT PARROTS

PARROT TULIP MIXTURE — Our blend of modern "Parrots," including rare new colors, gives you a most exotic display. You'll enjoy these curious, feathered, fringed, fantastic shapes and color variations, in the garden and in indoor arrangements.

FB249 10 for \$1.00; 20 for \$1.98; 100 for \$8.95.

ORANGE FAVORITE — Sweetly fragrant blooms of soft glowing orange with golden tints. Spectacular in groups. 22" tall.

FB243 12 for \$1.00; 24 for \$1.98; 100 for \$8.20.

FANTASY — The illusion of orchids in your garden when these curiously curled and fringed pink-red-and-green petals unfurl.

FB241 12 for \$1.00; 24 for \$1.98; 100 for \$8.20.

BLUE PARROT — Flaring petals form a huge bowl-shaped flower of amethyst blue and violet.

FB238 10 for \$1.00; 20 for \$1.98; 100 for \$9.75.

THERESE — (Illus.) Sheer flamboyancy — huge flowers of shocking flamingo red. 27" tall.

FB247 10 for \$1.00; 20 for \$1.98; 100 for \$9.75.

GIANT SCILLA STAR OF HOLLAND

Spread a carpet of indigo blue in your garden — a carpet that is actually a thousand delicate flowers! Yes, plant just a few of these strong Giant Scilla bulbs and watch them bloom early each spring and actually increase before your very eyes! From each bulb spring several stems; atop each stem are several 5-petaled blooms, well-named Star of Holland. Combine Scilla with Daffodils or Red Emperor Tulips for spectacular color contrast, or use them for dainty edgings.

FB596 20 for \$1.00; 40 for \$1.98; 100 for \$4.65



X-RAY TREATED HYBRID TULIPS

The miracle of X-Ray and the skill of a young Dutch schoolteacher gives you garden Tulips so strange in pattern, so new in form and color, that you have never seen them anywhere before — even in your dreams! Until a short time ago, these Tulips simply did not exist, and would never have been created at all if a teacher in the town of Lisse had not experimented with the effects of X-Ray irradiation on healthy Tulip bulbs. The X-Ray jumbled, split up, and then re-combined the chromosomes in the bulbs, and when they burst into bloom, the young teacher beheld in amazement and delight flowers that were doubled in size, blooms with unique shapes, others with curious fringed petals, still others with rare fragrance. There were thousands from which to choose, and a few were named and registered. Four years ago, a hatful of a strikingly clear yellow variety was traded for a new Cadillac! The stock of unnamed seedlings has now become a burden of expense to the schoolteacher, and he has decided to offer a part of the stock to Breck's. Plant in groups of 3 or 6. 22 to 26 inches tall.

FB180 9 for \$1.00;

18 for \$1.98;

50 for \$5.25.



GIANT-FLOWERING CROCUS MIXTURE

Thrill to the heart-warming spectacle of brave merry Crocus peeking through the late snows! Yes, at the first hint of a warm Spring sun, they open your outdoor garden season with bright flags of color that wave defiantly in the face of chill April winds or even late snow! Their gold, lilac, purple, white and pearly-striped blooms refuse to be discouraged — they're a kaleidoscope of color to delight the young, the old and the winter-weary. Plant them this Fall, and for years to come these hardy little harbingers of spring will multiply and bloom faithfully. We offer fine large bulbs in a blend of all the gay colors.

FB517 .24 for \$1.00;

48 for \$1.98;

100 for \$3.95.

RESERVE NOW — PAY NEXT FALL

Remember

SEND
NO MONEY

PAY
NEXT FALL
SAVE
UP TO
47%



BRECK'S HYACINTH MIXTURE

Exquisite fragrance and glorious color make Breck's Hyacinths a faithful, long-lasting addition to any Spring garden. They're wonderful for indoor planting, too, in either pots or bulb bowls. And this special all-colors mixture of large garden-size bulbs gives huge blooms for many years with practically no care. Here's an easy and a sure way to add beauty and fragrance to your April garden.

FB549 7 for \$1.00; 14 for \$1.98; 50 for \$6.70

3 OUTSTANDING HYACINTHS

INNOCENCE — All the snow-white purity of the Goddess of Innocence herself in your garden, when these frosty fragrant Hyacinths come to stay. Large white bells tightly clustered on showy spikes rejoice in the springtime sun. Pleasingly long-lasting, too.

FB543 6 for \$1.00; 12 for \$1.98; 50 for \$7.65

DELFT BLUE — As blue as the famous Holland pottery for which they are named, these Hyacinths are the finest new flowers we've seen in years. They bring a totally new clear cool porcelain blue to your garden.

FB540 6 for \$1.00; 12 for \$1.98; 50 for \$7.65

PINK PEARL — A perfect companion for blue and white Hyacinths. Well-formed compact trusses of clear sparkling lively light pink.

FB544 6 for \$1.00; 12 for \$1.98; 50 for \$7.65

HYACINTH COLLECTIONS

FB36 9 BULBS \$1.45

(Unlabelled). 3 each of the 3 Hyacinths pictured at right.

18 Bulbs (2 collections). \$2.85

FB37 30 BULBS \$4.85

(Separately labelled). 10 each of the 3 pictured at right.

60 Bulbs (2 collections). \$9.50

BRECK'S ADVANCE BULB *SALE*
RESERVE NOW — PAY NEXT FALL!

FRAGRANT HYACINTHS

